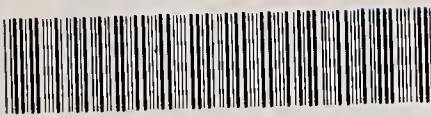


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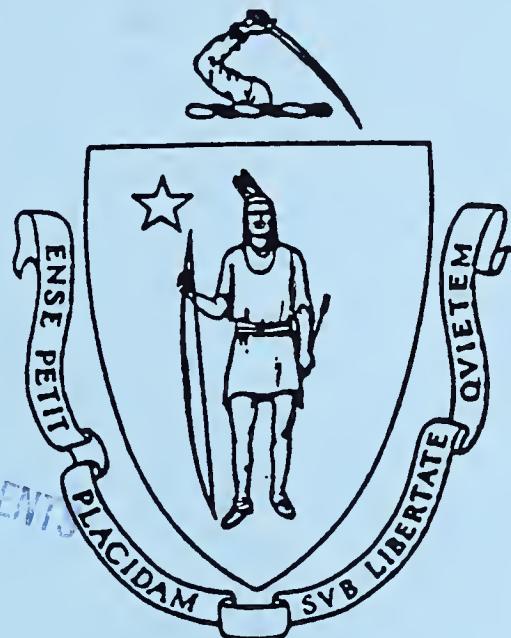
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**ATTORNEY GENERAL'S REPORT  
ON CHARITABLE FUNDRAISING**

NOVEMBER 1992

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November 1992

**ATTORNEY GENERAL'S REPORT  
ON CHARITABLE FUNDRAISING**

Often bombarded with requests for charitable contributions, donors want to know what happens to their charitable gifts. They want to make sure that their donations are actually used for the charitable purposes they intended. This report is designed to help Massachusetts citizens ask the right questions so they can make informed decisions about charitable giving.

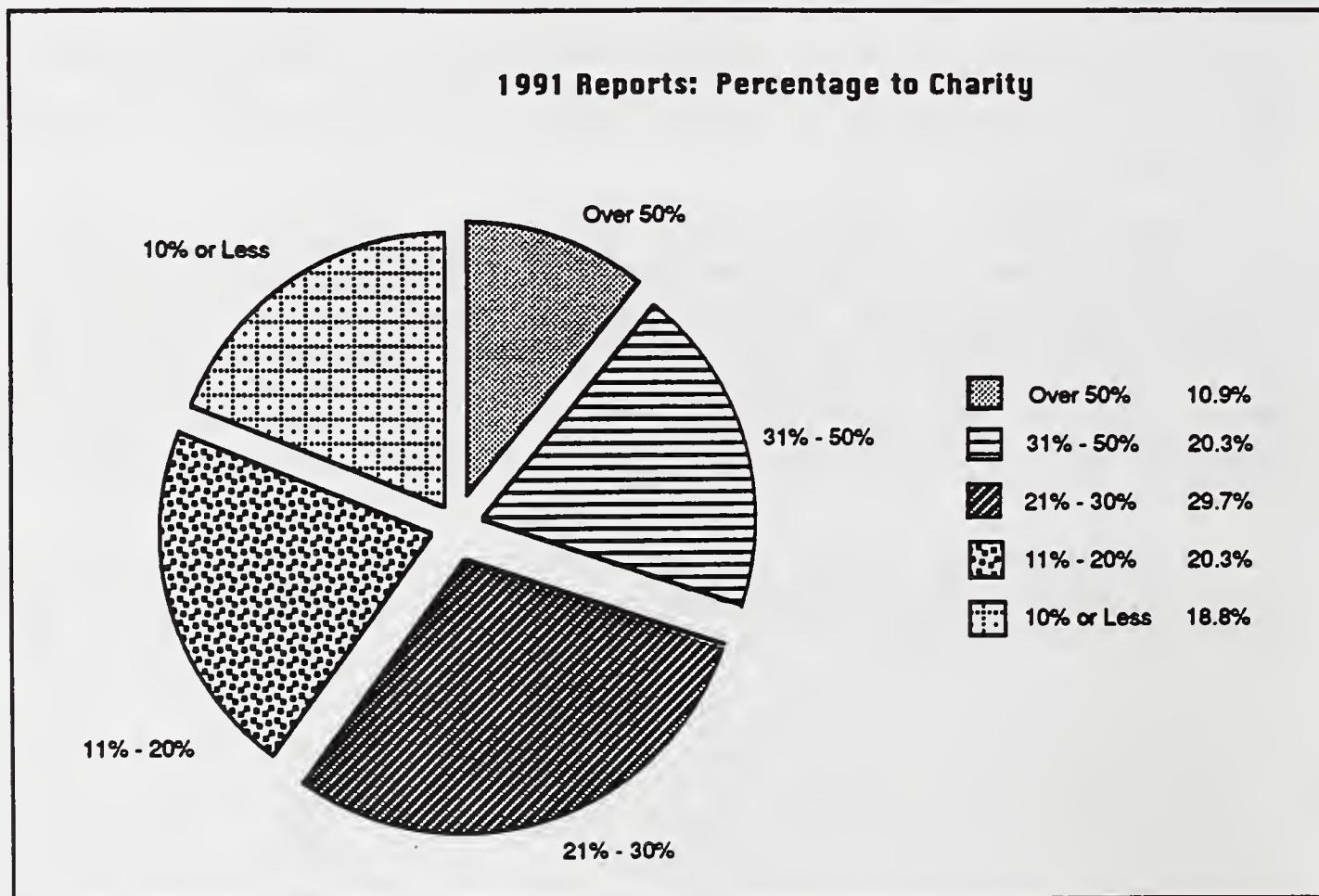
Increasingly, charities are paying professional fundraisers--solicitors, who appeal for and process the donations, and fundraising counsel, who help charities develop their fundraising programs--to assist them in raising money. Over the past ten years, the number of professional fundraising organizations operating in Massachusetts has risen dramatically. In 1981, the Division of Public Charities at the Office of the Attorney General had 39 professional fundraisers registered to do business in Massachusetts. Currently, in 1992, 176 professional fundraisers are registered, including 63 solicitors.

This report explains how charitable fundraising works, including the role that professional fundraisers play, and includes a survey of the financial results of 128 charitable fundraising campaigns conducted by professional solicitors in 1991. The report consists of five parts: (a) Charities and Fundraising; (b) Fundraising Methods; (c) Informed Giving; (d) Sources of Information; and (e) Survey of 1991 Solicitation Campaigns.

As set forth in detail in Part E of this report, the survey of fundraising campaigns conducted in Massachusetts in 1991 yielded the following information:

- a) On average, the organizations received 28% of the money raised, after the expense of fundraising was deducted;
- b) Of the 128 campaigns reported, 10.9% received over 50% of the gross revenue;
- c) Of the 128 campaigns reported, 20.3% received between 31 and 50% of gross revenue;
- d) Of the 128 campaigns reported, 29.7% received between 21 and 30% of gross revenue;
- e) Of the 128 campaigns reported, 20.3% received between 11 and 20% of gross revenue;
- f) Of the 128 campaigns reported, 18.8% received 10% or less of gross revenue.

[See graph below]



## **A. Charities and Fundraising**

We all have a stake in ensuring the successful future of charitable organizations. Charitable non-profit organizations provide many diverse services to the public, ranging from housing the homeless to conducting medical research. Often, these services would not otherwise be available. Charities also affect the lives of all of us, either directly or indirectly. For example, we all indirectly benefit from the many research foundations whose collective goal is to advance medical technology or improve the quality of life. In addition, virtually everyone, at some time in their lives, has directly benefitted from the services provided by hospitals, another type of charitable institution.

Charitable giving, especially by individuals, is often the only support charitable organizations receive. According to the American Association of Fundraising Counsel Trust for Philanthropy, Americans gave \$124.77 billion dollars to charitable organizations in 1991. Of that amount, \$103.18 billion, or 82.7%, came from individuals; in addition, \$7.74 billion or 6.2% came from foundations, \$6.1 billion or 4.9% from corporations, and \$7.74 or 6.2% from bequests.

In tough economic times, when government cannot meet the needs of all who require its assistance, charitable organizations depend heavily on individual donors. Many people understand these needs of charities. They believe, correctly, that making a donation is one way to provide assistance to those less fortunate or to promote the advancement of an important cause. In addition, charitable giving allows us to establish a sense of community--the feeling that we, as individuals, have contributed to the betterment of society as a whole.

Charities use fundraising not only as a means of raising funds, but also to gain name recognition, to educate the public about their causes and the services they provide, and to increase their membership and volunteer base. While some charities use volunteers to conduct their solicitations, other charities find the use of professional solicitors--independent entities which conduct the actual fundraising campaign for a fee or percentage of the money raised--a more effective way to raise funds while getting their messages out to the public. In addition, charities, especially smaller charities, may not have their own staffs or volunteer resources for raising funds. Employing the use of a professional solicitor, and paying the solicitor out of the funds that are donated in response to the solicitor's work, is viewed by some charities as the only way of disseminating information about their causes and raising

funds necessary to carry out their purposes. The use of professional solicitors, however, remains the exception rather than the rule: with 28,000 public charities registered with the Division of Public Charities, only 128 fundraising campaigns were conducted by professional solicitors in 1991.

Professional solicitors are generally for-profit organizations which specialize in raising funds. They make money by either charging a flat fee or by keeping a percentage of the donations. The use of a professional solicitor does not necessarily indicate that too much money is being spent on fundraising, as many larger charities hire permanent employees to conduct their fundraising. Thus, charities who do not hire professional solicitors may have costs similar to those that do. More information concerning the cost of using a professional solicitor is contained in Section E.

People often ask the Division of Public Charities why there is no law which limits the amount kept by the fundraiser. Although there used to be such a law, the Commonwealth can no longer set limits on the amount of contributions retained by fundraisers because, in 1988, the United States Supreme Court ruled, in Riley v. National Federation of Blind, that states cannot prescribe the percentage of funds a charity spends on its fundraising. The Supreme Court reasoned that fundraising often involves education, awareness programs, and similar activities, making it difficult to separate the educational costs from the fundraising costs. Thus, the Supreme Court held that imposing a limit on the costs of fundraising would infringe upon the ability of charities to engage in free speech.

Massachusetts does have a law, however, which requires that professional solicitors disclose their professional fundraising status and which prohibits deception in charitable fundraising. This law is known as the Charitable Solicitation Act (chapter 68 of the General Laws), and it regulates other aspects of charitable fundraising as well. As a practical matter, however, the burden is still often placed on donors to inquire of professional fundraisers what percentage of their donations will go to the charity.

The Division of Public Charities regularly receives complaints from members of the public who have been contacted by professional solicitors. If the Division of Public Charities determines that the Charitable Solicitation Act has been violated, it brings suit against the professional solicitor and the organization who retained it.

## B. Fundraising Methods

There are a number of different fundraising methods used by both professional solicitors and charitable organizations. The

most common methods are telemarketing, direct mail, entertainment events, door-to-door solicitation, raffles, Las Vegas nights, sweepstakes, and collection canisters (or "honor boxes"). The following paragraphs briefly describe how each fundraising method works.

Telemarketing involves telephoning members of the organization or the general public--"cold calling"--to request a charitable contribution. Sometimes telemarketers offer a product in exchange for a donation as an incentive to give. Telemarketers may be volunteers, or they may be employees of the charity or professional solicitor. Individuals who agree to make donations are generally asked to mail in a donation, although some charities and fundraisers send couriers to pick up the donations. As with any type of fundraising, donors should ask questions about the organization and the fundraising campaign. A list of questions to help in making an informed decision is provided in the next section.

Direct mailing is another popular method of raising funds. Again, mailings may be prepared by the charity itself or by a professional consultant hired by the charity. Donors are generally asked to mail their donations to the charity. In this situation, the donor has fewer opportunities to ask questions, but may have more information in the written materials. Donors who would like to find out more about the charity before they make a contribution should not hesitate to contact the charity and ask questions.

Many charities sponsor entertainment events, such as circuses or ice shows, as a method of raising funds. Often charities sell tickets to the shows, but they may also use the events to ask for regular donations, separate from the ticket sales. Obviously, in either case, a portion of the ticket price or donation will be used to pay for the production of the event. Before purchasing a ticket or making a contribution, the donor should find out what percentage is used to produce the event and what percentage will be retained by the charity.

Other methods of raising funds include door-to-door solicitations, raffles, and Las Vegas nights. Many cities and towns require door-to-door solicitors to be registered with the local police, and donors should check with their police department to make sure that charities and their solicitors have registered where required. Organizations which hold raffles or Las Vegas nights must first have a permit from the city or town in which the event is to be held.

Canisters, honor boxes and vending machines are most frequently seen in local variety stores, restaurants, or

grocery stores. Canisters usually bear a label which names the beneficiary and asks you to give to their cause. Honor boxes and vending machines, while similar to canisters, also offer a small food item, such as a gum ball or lollipop, in exchange for a donation. Most people erroneously assume that the canisters, boxes and vending machines are placed by the charities themselves, and that the money received belongs to the charities. On the contrary, these containers are generally manufactured by a for profit enterprise unconnected with a charity, and sold to individuals who place and maintain them. Most of the money is kept by the person who owns the container, with the charity receiving only a small monthly amount, typically between fifty cents and two dollars per container. While the amount of money a person may place in a canister or honor box may be small, the total amount of money raised is significant. For example, one well known national charity has received at least 2 million dollars from such an arrangement.

### C. Informed Giving

If you want to make sure your charitable contribution is used for the purposes you intended, be informed and find out as much as possible about the solicitor and the charitable organization. The following list of questions is designed to help you make a more informed decision.

1. Who is the solicitor? Where the solicitation is made by an individual, ask for the person's name and his or her relationship to the charity. Specifically, ask if the caller is a professional fundraiser. If a professional fundraiser is involved, ask for the name of the fundraising organization and its address and telephone number.
2. Who is the charitable organization which is benefitting from your donation? Write down the address and telephone number of the charity, and, if you have any doubts about the legitimacy of the charity, call the charity directly. Also, be aware that some smaller charities use names very similar to the larger, more well known charities. Know to whom you are giving!
3. How will the donations be used? Inquire about the types of services provided by the charity, and the geographic area in which the charity operates. Many charities solicit nationwide, but do not necessarily provide services in your local area.

4. How much of the contribution is actually used for charitable purposes? If a professional solicitor is conducting the fundraising campaign, ask what percentage of your donation will be kept by the solicitor, and what percentage the charity will receive. Note, however, that under the terms of some solicitation contracts, the solicitor turns over 100% of the money raised and the charity then pays the solicitor his fee, plus an array of expenses associated with the fundraising campaign. Thus, the telephone solicitor can technically reply that 100% of the funds raised goes to the charity without revealing the percentage remaining for charitable purposes after the fundraising expenses have been paid. Even if the charity does not use a professional solicitor, ask how the charity uses the funds it receives--what amount goes to services, what amount goes to administrative costs, and so on.

5. Does the caller have any written information about the charity? Written material is always helpful. Annual reports will show the donor how the organization allocates its money: how much for fundraising, how much for administration, and for program services. Brochures are not as helpful, but will at least give the donor a good idea of what types of services the organization provides.

6. Are the charity and the professional fundraiser, if there is one, registered with the Commonwealth? Call the Attorney General's Office, Division of Public Charities, to make sure that the charity and the professional fundraiser are registered and that their financial records are up to date.

Do not be afraid to ask the caller and the charity a lot of questions. Legitimate charities will welcome your questions and do their best to provide accurate answers. If you think you want to make a donation, keep the following points in mind.

1. Always make a donation by check. Do not give your credit card number unless you are very sure of the charity and the caller. Make the check directly payable to the charity, not to an individual or the fundraising organization. That way you will be sure the charity is the recipient of the donation. Also, keep accurate records of your charitable donations. You will have an easier time determining the amount of your charitable donations at tax time.

2. Never allow yourself to feel pressured to make a donation. If you want some time to look into the charity before making the donation, do not allow the solicitor to pressure you to make a donation before you are ready.

3. If a solicitor leaves you with an uneasy feeling, do not hesitate to call the charity to verify what you were told, and call the Attorney General's office or the Better Business Bureau.

Donors should take special care when solicited by a police or firefighter organization. Individuals and small businesses are frequently solicited for funds to support police and firefighter organizations. In exchange for a contribution, the donor may receive tickets to a show, an advertisement in a publication, or police stickers for their vehicle. Donors should realize that it is generally not the police or fire department who will benefit from the donation, but rather the police or firefighter organization, such as a union or other fraternal membership group. These groups sometimes use professional fundraisers, and donors should find out whether they are speaking with a member of the organization or its paid fundraiser. Also, the funds collected may be used for a variety of purposes. Some groups are very active in their communities, and use the funds for anti-drug programs or scholarships. Others use the funds for union purposes only, such as legal expenses incurred in union bargaining. Therefore, donors should make sure that they understand how their contribution will be used. Above all, donors should not feel threatened or intimidated by the solicitation, or pressured to make a donation.

#### D. Sources of Information

There are a variety of places to get additional information about charities and professional fundraisers. The Office of the Attorney General has more than 28,000 charities registered with its Division of Public Charities. While registration does not imply that any particular charity has the endorsement of the Attorney General or the Commonwealth of Massachusetts, it does indicate that the charity files annual financial reports with the Division.

These financial reports contain information on income and expenses, including program and fundraising expenses, and also list the types of solicitation a charity and its professional fundraiser, if any, use. The reports are available for public inspection during regular business hours at the Attorney General's Division of Public Charities, located at Room 1413, One Ashburton Place, Boston, Massachusetts, 02108. You can call the Division at (617) 727-2200 to find out if a charity is registered before coming in to look at the file. Registration information is also available at the Attorney General's Western Massachusetts office in Springfield (413-784-1240).

If you would like to receive information about a charity, but are unable to come to Boston in person to look at the organization's file, you can submit a written request for information from the file of a specific charity. Specify the information you would like in a letter to the Division of Public Charities. The cost is twenty cents per page, and the copies will be sent to you with a bill.

If you want more information about a local charity, consider calling your local Better Business Bureau as well as the Attorney General's office. In addition, your local police may have information on charities or fundraisers required to register with the police department before soliciting, or your police department may have received information or complaints about the solicitation from other individuals in your area.

If you want more information about a national charity, contact The Council of Better Business Bureaus' Philanthropic Advisory Service at 4200 Wilson Boulevard, Arlington, Virginia, 22203-1804 (703-276-0100) or The National Charities Information Bureau at 19 Union Square West, department FT, New York, New York, 10001-3395 (212-929-6300).

Like charities, professional fundraisers are also required to register with the Attorney General's Office. There are three types of professional fundraisers defined by law: fundraising counsel, professional solicitors, and commercial co-venturers.

- \* Fundraising counsel advise charities on how to raise funds, but do not conduct any of the actual fundraising.
- \* Professional solicitors devise a fundraising campaign, and then conduct the actual solicitation.
- \* Commercial co-venturers are for-profit businesses who join with the charity in sponsoring an event or in promoting the sale of a product, with the proceeds from the event or sale divided between the charity and the businesses.

All professional fundraisers who have contracts with charities which solicit in Massachusetts are required to register with the Attorney General's office and must submit copies of their contracts as part of registration. Professional solicitors and commercial co-venturers are required to file, in addition, a \$10,000 bond, an addendum to registration describing their relationship with the charity,

and a year-end financial accounting of the proceeds actually raised through the solicitation.

As with charities, all of the registration materials which professional fundraisers file with the Division of Public Charities are public record and are available for public inspection. To obtain information about fundraisers from the Office of the Attorney General, use the same procedures as for charities.

### Conclusion

Individuals must use their own judgment and make their own decisions about charitable giving. Only the donor knows what factors are important to him or her. Donors should always make sure they know, however, how their donations are used and how much of their donations is used for charitable purposes. This kind of informed giving is particularly important during lean economic times when many donors are finding that they have fewer charitable dollars to give. Donors who are informed get more beneficial impact out of their charitable dollars.

### E. Survey of Solicitation Campaigns

The Division of Public Charities has surveyed the financial reports of 128 fundraising campaigns conducted in 1991 in Massachusetts to determine what percentage of the funds raised by professional solicitors is actually available for charitable purposes.

Many people may be surprised to learn the percentage of their donation which is kept by the professional fundraiser. The records of the Division of Public Charities include financial reports where up to 100% of the gross income from a solicitation went to the professional solicitor with nothing left for the charity. While the charity is very aware of the percentage being charged by the professional fundraiser because it signed a contract, donors may not be so well informed and may believe that a high percentage of their donations are going to the charitable purpose which led them to donate. If a high percentage of their contributions go to the fundraiser, the donors' expectations are, unfortunately, left unfulfilled.

Why would a charitable organization use a professional solicitor? Some do so because this arrangement involves little or no work for the charity. Many times, the charity does nothing except take in the money. Also, professional fundraisers often provide more than fundraising services to the charity. The solicitation may also be used as a means of

educating the public about the charitable cause and of gaining name recognition for the charity. Less well known charities do not have the extensive previous donor lists that larger charities have. Since people are more likely to give to a group they know well, less well known charities have to contact more people in order to gross the same amount that a larger charity could accomplish with fewer costs.

Finally, the percentage kept by the solicitor generally covers most expenses associated with the campaign--phone bills, printing, mailing, salaries, office rental, and so on. If the solicitation involves the sale of a product, or the production of an event or advertising book, the cost of the product, event ticket, or advertising book is included in the percentage going to the professional solicitor. And, of course, the donor individually receives something of value for his contribution.

The information in the following survey is organized into tables, each table consisting of five columns. In Table I, the financial reports of the 128 charitable campaigns are divided into two categories. Table IA contains those campaigns which solicited donations only. Table IB is comprised of campaigns which involved the purchase of an event ticket, product, advertising, or other "premium."

In Tables IA and IB, the first column lists the charities alphabetically, and the second lists the solicitor retained by the charity to raise funds on its behalf. The third column states the total amount of money raised during the solicitation campaign. Column four sets forth the amount the charity received of the total amount raised, after all fundraising expenses incurred by the charity and costs of premiums, if any, received by the donor have been subtracted, and column five presents that amount as a percentage of the total amount raised.

In Table II, the same information is presented for the 128 campaigns, but organized by solicitor.



NOVEMBER 18, 1992

SHARE SYSTEMS, INC. HAS AMENDED ITS FINANCIAL REPORTS FOR THE FOLLOWING CHARITIES:

OXFAM America

<u>Total Revenue</u>	<u>Amount to Charity</u>	<u>% to Charity</u>
\$31,253	\$14,056	45%

WBUR

<u>Total Revenue</u>	<u>Amount to Charity</u>	<u>% to Charity</u>
\$209,814	\$135,019	64%
\$169,073	\$104,600	62%



IA. SOLICITATIONS INVOLVING DONATIONS ALONE

<u>Charity</u>	<u>Solicitor</u>	<u>Total Revenue</u>	<u>Amount to Charity</u>	<u>% to Charity</u>
Adopt-a-Pet	Telesystems Marketing	\$1,507	\$226	15%
American Farmland Trust*	Outreach Affiliates	\$55,330	\$26,674	48%
American Heart Disease Prevention Foundation	Telesystems Marketing	\$16,029	\$4,809	30%
American Rivers, Inc.*	The Smith Company	\$120,967	\$79,935	66%
Cancer Fund of America	Telesystems Marketing	\$82,556	\$24,767	30%
Center for Marine Conservation*	Outreach Affiliates	\$260,841	\$155,649	60%
Challenger Center	Outreach Affiliates	\$173,005	\$58,151	34%
Child Protection Program*	Heritage Publishing	\$1,055,756	\$239,071	23%
Council for International Development*	Response Dynamics	\$2,408,628	\$1,723,839	72%
Defenders of Wildlife*	Outreach Affiliates	\$457,596	\$66,000	14%
MADD	Telesystems Marketing	\$5,622	\$2,811	50%
Metro North Regional Hebrew School	Corporate Events Organizers, Inc.	\$1,809	\$1,288	71%
Multiple Sclerosis Assoc. of America*	Heritage Publishing	\$262,159	\$26,000	10%

\* National Campaign

<u>Charity</u>	<u>Solicitor</u>	<u>Total Revenue</u>	<u>Amount to Charity</u>	<u>% to Charity</u>
Museum of Fine Arts	New Boston Group	\$155,663	\$77,539	50%
NARAL*	Outreach Affiliates	\$308,868	\$197,741	64%
National Audubon Society*	New Boston Group	\$555,250	\$247,865	45%
National Assoc. of Chiefs of Police*	Response Dynamics	\$473,402	\$409,550	87%
National Children's Cancer Society*	Telesystems Marketing	\$593,704	\$187,017	32%
National Parks and Conservation Assoc.*	Outreach Affiliates	\$504,148	\$91,464	18%
National Trust for Historic Preservation*	New Boston Group	\$1,706,660	\$1,027,999	60%
National Wildlife Federation	MCI	\$140,028	\$61,463	44%
Oxfam America	Share Systems	\$31,253	-\$3,140	0%
Oxfam America	Meyer Associates	\$17,536	\$15,626	89%
Sierra Club*	New Boston	\$5,518,181	\$3,859,003	70%
Special Olympics International	Meyer Associates	\$98,924	\$71,482	72%
US Organization for Disabled Athletes*	Heritage Publishing	\$1,552,608	\$310,009	20%
Veterans Wish Foundation	Heritage Publishing	\$187,630	\$31,897	17%

\* National Campaign

<u>charity</u>	<u>solicitor</u>	<u>Total Revenue</u>	<u>Amount to Charity</u>	<u>% to Charity</u>
WBUR	Share Systems	\$209,814	\$60,225	29%
		\$161,133	\$32,186	20%
The Wilderness Society*	Outreach Affiliates	\$2,258,257	\$1,042,207	46%
World Wildlife Fund	Teleconnect Data Base Data Base Marketing	\$59,020	-\$6,089	0%
World Wildlife Fund*	MCI	\$410,585	\$188,109	46%

\* National Campaign

I.B. SOLICITATIONS INVOLVING PURCHASE OF PRODUCT, EVENT TICKET, ADVERTISING OR OTHER "PREMIUM."

<u>Charity</u>	<u>Solicitor</u>	<u>Total Revenue</u>	<u>Amount to Charity</u>	<u>% to Charity</u>
Abington Police Assoc.	Telco Communications	\$27,110	\$8,113	30%
American Assoc. of the Deaf-Blind*	Heritage Publishing	\$691,921	\$118,393	17%
American Disabled Foundation	Action Programs	\$12,100	\$901	7%
American Heart Disease Prevention Foundation	BTM Inc.	\$237,965	\$35,694	15%
American Kidney Foundation	BTM Inc.	\$107,177	\$16,076	15%
American Legion Post #62	Box Office	\$24,477	\$2,000	8%
American Legion Post #122	Box Office	\$25,048	\$2,000	8%
American Red Cross of New Bedford	M.A.K. Publishing	\$11,482	\$4,096	36%
Assoc. for Retarded Citizens of the U.S.*	Medallion Productions (a div. of Heritage Pub.)	\$382,185	\$110,609	29%
Boston Police Relief	Eastern Advertising	\$441,422	\$176,569	40%
Bourne Patrolmen's Assoc.	Telco Communications	\$60,663	\$15,166	25%

\* National Campaign

<u>Charity</u>	<u>Solicitor</u>	<u>Total Revenue</u>	<u>Amount to Charity</u>	<u>% to Charity</u>
Braintree Police Assoc.	Eastern Advertising	\$54,283	\$19,542	36%
Braintree Rotary	Box Office	\$31,848	\$2,000	6%
Brewster Police Union	R.H. McKnight	\$13,560	\$6,000	44%
Bristol County Veterans Assoc.	Lifeline Products	\$3,099	\$774	25%
Brockton Firefighters Relief Assoc.	Telco Communications	\$60,235	\$15,059	25%
Cambridge Police Mutual Aid Assoc.	East West Concert Productions, Inc.	\$150,751	\$52,762	35%
Canton Rotary Club	Allan C. Hill Productions	\$61,652	\$11,636	19%
Chicopee Police Patrolmens Union	R.H. McKnight	\$38,745	\$8,785	23%
Child Protection Program	Allan C. Hill Productions	\$29,032	\$3,483	12%
Clean Water Action	Trans National	\$61,900	\$3,277	5%
Community Service Publishers*	Heritage Publishing	\$1,552,608	\$310,521	20%
Dartmouth Fire Assoc.	Telco Communications	\$28,214	\$7,031	25%
Dennis Firefighters Assoc.	Telemark Consulting	\$37,328	\$11,199	30%
Dighton Police Assoc.	Telco Communications	\$23,970	\$9,109	38%

\* National Campaign

<u>Solicitor</u>	<u>Total Revenue</u>	<u>Amount to Charity</u>	<u>% to Charity</u>
Enlisted Assoc. National Guard of U.S.*	\$622,525	\$99,110	16%
Fall River Firefighters Memorial Museum	\$15,841	\$3,000	19%
Fall River Police Athletic League	\$50,019	\$10,000	20%
Fall River Police Relief Assoc.	\$56,921	\$17,076	30%
Falmouth Police Federation	\$16,814	\$5,044	30%
Framingham Jaycees	\$19,288	\$2,000	10%
Framingham Police Assoc.	\$143,999	\$57,600	40%
Franklin Police Assoc.	\$24,054	\$4,811	20%
Greenfield Lions Club	\$36,561	\$2,986	8%
Glooucester Police Relief Assoc.	\$40,940	\$12,282	30%
Haverill Lions Club	\$30,445	\$2,000	7%
Haverill VFW Post 29	\$31,854	\$2,000	6%
Hingham Kiwanis	\$26,690	\$2,000	7%

\* National Campaign

<u>Charity</u>	<u>Solicitor</u>	<u>Total Revenue</u>	<u>Amount to Charity</u>	<u>% to Charity</u>
Jewish War Veterans	Trans National	\$188,604	\$67,511	36%
"Just Say No"	Reese Brothers	\$262,162	\$49,216	19%
Lowell Firemen's Relief Assoc.	Telco Communications	\$43,597	\$13,080	30%
Lowell Rotary Club	Box Office	\$20,921	\$2,000	10%
Lynn Head Start	Box Office	\$20,432	\$2,000	10%
MADD	Reese Brothers	\$1,388,589	\$1,033,735	74%
Massachusetts Citizens for Life	Life-Tel Inc.	\$945	-\$69.00	0%
Massachusetts Juvenile Police Officers Assoc.	Eastern Advertising	\$18,804	\$5,790	31%
Massachusetts Special Olympics, North Central Area	Events Unlimited	\$47,215	\$9,443	20%
Massachusetts Special Olympics, South Central Area	Events Unlimited	\$44,895	\$8,979	20%
Medford Police Relief Assoc.	Eastern Advertising	\$55,360	\$11,071	20%
Melrose Police Relief Corp.	East West Concert Productions	\$88,384	\$35,354	40%
		\$84,551	\$21,137	25%

<u>Charity</u>	<u>Solicitor</u>	<u>Total Revenue</u>	<u>Amount to Charity</u>	<u>% to Charity</u>
Mendon Police Assoc.	Telco Communications	\$18,732	\$5,619	30%
Millbury Police Assoc.	R.H. McKnight	\$17,175	\$5,152	30%
Milton Rotary Club	Box Office	\$23,784	\$2,250	9%
Montachusett Veterans Outreach Counseling Services	Lifeline Products	\$124,060	\$30,796	25%
Nantucket Police Charitable Assoc.	R.H. McKnight	\$13,425	\$4,000	30%
Natick Kiwanis	Box Office	\$14,085	\$2,000	14%
Nam Vets Assoc. of the Cape and Islands	Lifeline Products	\$36,648	\$9,163	25%
New England Assoc. of Chiefs of Police	Annual Publications Inc.	\$279,122	\$93,500	33%
New England Assoc. of Fire Chiefs	Annual Publications Inc.	\$8,790	\$6,596	75%
Newburyport Police Relief Assoc.	R.H. McKnight	\$38,670	\$11,601	30%
Northbridge Firefighters Assoc.	Telco Communications	\$15,090	\$4,376	29%
North Shore Veterans Counseling Services	Lifeline Products	\$260,041	\$65,009	25%
Norumbega Council	Fundraising Center	\$25,376	\$6,360	25%

<u>Charity</u>	<u>Solicitor</u>	<u>Total Revenue</u>	<u>Amount to Charity</u>	<u>% to Charity</u>
Reading Police Patrolmen's Assoc.	R.H. McKnight	\$34,895	\$13,958	40%
Peabody Police Benevolent Assoc.	Telco Communications	\$57,598	\$19,073	33%
Plymouth Area Chamber of Commerce	Allan C. Hill Productions	\$34,603	\$7,523	22%
Police Hall of Fame	Trans National	\$83,198	\$0	0%
Rochester Police Officers Assoc.	Telco Communications	\$33,999	\$9,180	27%
Rockport Police Assoc.	R.H. McKnight	\$30,715	\$10,136	33%
Rosie's Place	Trans National	\$49,186	\$26,455	54%
Salem Chamber of Commerce	Box Office	\$39,672	\$3,000	8%
Saugus Police IBPA	R.H. MCNight	\$46,548	\$13,964	30%
Sharon Police Assoc.	R.H. McKnight	\$11,355	\$3,406	30%
Somerset Police Union	R.H. McKnight	\$7,055	\$8,000	100%
Southboro Police Assoc.	R.H. McKnight	\$20,010	\$5,602	28%
Southbridge Police F.O.P. #1	Telco Communications	\$39,378	\$9,845	25%
Support Systems Unlimited	Twentieth Century Promotions	\$6,568	\$1,314	20%

<u>Charity</u>	<u>Total Revenue</u>	<u>Amount to Charity</u>	<u>% to Charity</u>
Swansea Police & Patrolmen's Assoc.	\$45,185	\$13,556	30%
United Citizens Against Drugs	\$10,443	\$2,000	20%
Northeast Charitable Services	\$50,000	\$5,200	10%
Heritage Publishing	\$691,921	118,393	17%
Allan C. Hill Productions	\$15,111	\$1,813	12%
Lifeline Products	\$245,069	\$61,267	25%
Lifeline	\$289,230	\$72,301	25%
JVK Enterprises	\$38,367	\$3,836	10%
East/West	\$19,467	\$5,840	30%
Box Office	\$22,814	\$2,000	9%
R.H. McKnight	\$34,191	\$10,257	30%
Allan C. Hill Productions	\$29,175	\$3,157	11%

\* National Campaign

<u>Charity</u>	<u>Solicitor</u>	<u>Total Revenue</u>	<u>Amount to Charity</u>	<u>% to Charity</u>
Wakefield Police Officers Assoc.	R.H. McKnight	\$31,445	\$9,433	30%
Weymouth Firefighters Assoc.	Telemark Consulting	\$70,000	\$28,000	40%
Worcester County Vietnam Era Vets	Allan C. Hill Productions	\$39,229	\$4,793	12%
Worcester Firefighters Assoc.	R.H. McKnight	\$72,040	\$22,000	31%
Wrentham Police	R.H. McKnight	\$5,630	\$2,252	40%
72d Promenade Nationale Corp.* Heritage Publishing		\$170,160	\$12,542	7%

\* National Campaign



**II. FUNDRAISING CAMPAIGNS LISTED BY SOLICITOR**

<u>Solicitor</u>	<u>Charity</u>	<u>Total Revenue</u>	<u>Amount to Charity</u>	<u>% to Charity</u>
Action Programs	American Disabled Foundation	\$12,100	\$901	10%
Allan C. Hill Productions	Canton Rotary Club	\$61,652	\$11,636	19%
	Child Protection Program	\$29,032	\$3,483	12%
	Plymouth Area Chamber of Commerce	\$34,603	\$7,523	22%
	US Organization for Disabled Athletes	\$15,111	\$1,813	12%
	Wakefield-Lynnfield Kiwanis Club	\$29,175	\$3,157	11%
	Worcester County Vietnam Era Vets	\$39,229	\$4,793	12%
Annual Publications Inc.	New England Assoc. of Chiefs of Police	\$279,122	\$93,500	33%
	New England Assoc. of Fire Chiefs	\$8,790	\$6,596	75%
BTM Inc.	American Heart Disease Prevention Foundation	\$237,965	\$35,694	15%
	American Kidney Found.	\$107,177	\$16,076	15%
Box Office	American Legion Post #62	\$24,477	\$2,000	8%

<u>Solicitor</u>	<u>Charity</u>	<u>Total Revenue</u>	<u>Amount to Charity</u>	<u>% to Charity</u>
Box Office	American Legion Post #122	\$25,048	\$2,000	8%
	Braintree Rotary	\$31,848	\$2,000	6%
	Framingham Jaycees	\$19,288	\$2,000	10%
	Haverill Lions Club	\$30,445	\$2,000	7%
	Haverill VFW Post 29	\$31,854	\$2,000	6%
	Hingham Kiwanis	\$26,690	\$2,000	7%
	Lowell Rotary Club	\$20,921	\$2,000	10%
	Lynn Head Start	\$20,432	\$2,000	10%
	Milton Rotary Club	\$23,784	\$2,250	9%
	Natick Kiwanis	\$14,085	\$2,000	14%
	Salem Chamber of Commerce	\$39,672	\$3,000	8%
	United Citizens Against Drugs	\$10,443	\$2,000	20%
	VFW Fidelity Post 1011	\$22,814	\$2,000	9%
	Metro North Regional Hebrew School	\$1,809	\$1,288	71%
	Cambridge Police Mutual Aid Assoc.	\$150,751	\$52,762	35%
	East West Concert Productions, Inc.			

<u>Solicitor</u>	<u>Charity</u>	<u>Total Revenue</u>	<u>Amount to Charity</u>	<u>% to Charity</u>
East West Concert Productions, Inc.	Melrose Police Relief Corp.	\$84,551	\$21,137	25%
Eastern Advertising	Vietnam Vets Agent Orange Victims	\$19,467	\$5,840	30%
	Boston Police Relief	\$441,422	\$176,569	40%
	Braintree Police Assoc.	\$54,283	\$19,542	36%
	Framingham Police Assoc.	\$143,999	\$57,600	40%
	Massachusetts Juvenile Police Officers Assoc.	\$18,804	\$5,790	31%
	Medford Police Relief Assoc.	\$88,384	\$35,354	40%
	Franklin Police Assoc.	\$24,054	\$4,811	20%
Events Unlimited	Massachusetts Special Olympics, No. Central Area	\$47,215	\$9,443	20%
	Massachusetts Special Olympics, No. Central Area	\$44,895	\$8,979	20%
	Massachusetts Special Olympics, So. Central Area	\$55,360	\$11,071	20%
	Greenfield Lions Club	\$36,561	\$2,986	8%
James Price dba Family Shopper Gift Book	Norumbega Council	\$25,376	\$6,360	25%
Fundraising Center				

<u>Solicitor</u>	<u>Charity</u>	<u>Total Revenue</u>	<u>Amount to Charity</u>	<u>% to Charity</u>
Heritage Publishing	American Assoc. of the Deaf-Blind*	\$691,921	\$118,393	17%
	Child Protection Program*	\$1,055,756	\$239,071	23%
	Community Service Publishers*	\$1,552,608	\$310,521	20%
	Enlisted Assoc. National Guard of U.S.*	\$622,525	\$99,110	16%
	Multiple Sclerosis Assoc. of America*	\$262,159	\$26,000	10%
	United Deaf Services*	\$691,921	118,393	17%
	US Organization for Disabled Athletes*	\$1,552,608	\$310,009	20%
	Veterans Wish Foundation	\$187,630	\$31,897	17%
	72nd Promenade Nationale Corp.*	\$170,160	\$12,542	7%
	Vietnow National, Inc.	\$38,367	\$3,836	10%
	Bristol County Veterans Assoc.	\$3,099	\$774	25%
	Montachusett Veterans Outreach Counseling Serv.	\$124,060	\$30,796	25%

\* National Campaign

<u>Solicitor</u>	<u>Charity</u>	<u>Total Revenue</u>	<u>Amount to Charity</u>	<u>% to Charity</u>
Lifeline Products	Nam Vets Assoc. of the Cape and Islands	\$36,648	\$9,163	25%
	North Shore Veterans Counseling Services	\$260,041	\$65,009	25%
	Veterans Northeast Outreach Center	\$245,069	\$61,267	25%
	Veterans Outreach Center Metrowest	\$289,230	\$72,301	25%
	Massachusetts Citizens for Life	\$945	-\$69.00	0%
	American Red Cross	\$11,482	\$4,096	36%
	National Wildlife Federation	\$140,028	\$61,463	44%
	World Wildlife Fund*	\$410,585	\$188,109	46%
	Assoc. for Retarded citizens of the U.S.*	\$382,185	\$110,609	29%
	Oxfam America	\$17,536	\$15,626	89%
	Special Olympics	\$98,924	\$71,482	72%
	Museum of Fine Arts	\$155,663	\$77,539	50%
	National Audubon Society*	\$555,250	\$247,865	45%

\* National Campaign

<u>Solicitor</u>	<u>Charity</u>	<u>Total Revenue</u>	<u>Amount to Charity</u>	<u>% to Charity</u>
New Boston Group	National Trust for Historic Preservation*	\$1,706,660	\$1,027,999	60%
Northeast Charitable Services	Sierra Club*	\$5,518,181	\$3,859,003	70%
Outreach Affiliates	United Citizens Against Drugs	\$50,000	\$5,200	10%
	American Farmland Trust*	\$55,330	\$26,674	48%
	Center for Marine Conservation*	\$260,841	\$155,649	60%
	Challenger Center	\$173,005	\$58,151	34%
	Defenders of Wildlife*	\$457,596	\$66,000	14%
	NARAL*	\$308,868	\$197,741	64%
	National Parks and Conservation Assoc.*	\$504,148	\$91,464	18%
	The Wilderness Society*	\$2,258,257	\$1,042,207	46%
R.H. McKnight	Brewster Police Union	\$13,560	\$6,000	44%
	Chicopee Police Patrolmens Union	\$38,745	\$8,785	23%
	Falmouth Police Federation	\$16,814	\$5,044	30%
	Gloucester Police Relief Assoc.	\$40,940	\$12,282	30%

\* National Campaign

<u>Solicitor</u>	<u>Charity</u>	<u>Total Revenue</u>	<u>Amount to Charity</u>	<u>% to Charity</u>
R.H. McKnight	Millbury Police Assoc.	\$17,175	\$5,152	30%
	Nantucket Police Charitable Assoc.	\$13,425	\$4,000	30%
	Newburyport Police Relief Assoc.	\$38,670	\$11,601	30%
	Reading Police Patrolmen's Assoc.	\$34,895	\$13,958	40%
	Rockport Police Assoc.	\$30,715	\$10,136	33%
	Saugus Police IBPA	\$46,548	\$13,964	30%
	Sharon Police Assoc.	\$11,355	\$3,406	30%
	Somerset Police Union	\$7,055	\$8,000	100%
	Southboro Police Assoc.	\$20,010	\$5,602	28%
	Walpole Police	\$34,191	\$10,257	30%
	Wakefield Police Officers Assoc.	\$31,445	\$9,433	30%
	Worcester Firefighters Assoc.	\$72,040	\$22,000	31%
	Wrentham Police	\$5,630	\$2,252	40%
	MADD	\$1,388,589	\$1,033,735	74%
	Reese Brothers			

<u>Solicitor</u>	<u>Charity</u>	<u>Total Revenue</u>	<u>Amount to Charity</u>	<u>% to Charity</u>
Reese Brothers	"Just Say No"	\$262,162	\$49,216	19%
Response Dynamics	Council for International Development*	\$2,408,628	\$1,723,839	72%
	National Assoc. of Chiefs of Police*	\$473,402	\$409,550	87%
	Oxfam America	\$31,253	-\$3,140	0%
Share Systems	WBUR	\$209,814	\$60,225	29%
	WBUR	\$161,133	\$32,186	20%
The Smith Company	American Rivers, Inc.*	\$120,967	\$79,935	66%
Telco Communications	Abington Police Assoc.	\$27,110	\$8,113	30%
	Bourne Patrolmen's Assoc.	\$60,663	\$15,166	25%
	Brockton Firefighters Relief Assoc.	\$60,235	\$15,059	25%
	Dartmouth Fire Assoc.	\$28,214	\$7,031	25%
	Dighton Police Assoc.	\$23,970	\$9,109	38%
	Fall River Police Relief Assoc.	\$56,921	\$17,076	30%
	Lowell Firemen's Relief Assoc.	\$43,597	\$13,080	30%

\*National Campaign

<u>Solicitor</u>	<u>Total Revenue</u>	<u>Amount to Charity</u>	<u>% to Charity</u>
Telco Communications	\$18,732	\$5,619	30%
Northbridge Firefighters Assoc.	\$15,090	\$4,376	29%
Peabody Police Benevolent Assoc.	\$57,598	\$19,073	33%
Rochester Police Officers Assoc.	\$33,999	\$9,180	27%
Southbridge Police F.O.P. #1	\$39,378	\$9,845	25%
Swansea Police & Patrolmen's Assoc.	\$45,185	\$13,556	30%
World Wildlife Fund Marketing	\$59,020	-\$6,089	0%
Dennis Firefighters Assoc.	\$37,328	\$11,199	30%
Weymouth Firefighters Assoc	\$70,000	\$28,000	40%
MADD	\$5,622	\$2,811	50%
Adopt-a-Pet	\$1,507	\$226	15%
American Heart Disease Prevention Foundation	\$16,029	\$4,809	30%
Cancer Fund of America	\$82,556	\$24,767	30%

<u>Solicitor</u>	<u>Charity</u>	<u>Total Revenue</u>	<u>Amount to Charity</u>	<u>% to Charity</u>
Telesystems Marketing	National Children's Cancer Society*	\$593,704	\$187,017	32%
Trans National	Clean Water Action	\$61,900	\$3,277	5%
	Jewish War Veterans	\$188,604	\$67,511	36%
	Police Hall of Fame	\$83,198		0%
	Rosie's Place	\$49,186	\$26,455	54%
	Support Systems Unlimited	\$6,568	\$1,314	20%
Twentieth Century Promotions	Fall River Firefighters Memorial Museum	\$15,841	\$3,000	19%
	Fall River Police Athletic League	\$50,019	\$10,000	20%

\* National Campaign







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